



# **MOVIE ANALYSIS**

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# CONTENTS

- Introduction
- Business Objectives
- Methodology
- Conclusion & Recommendation

# INTRODUCTION

## Movie investment in the current market

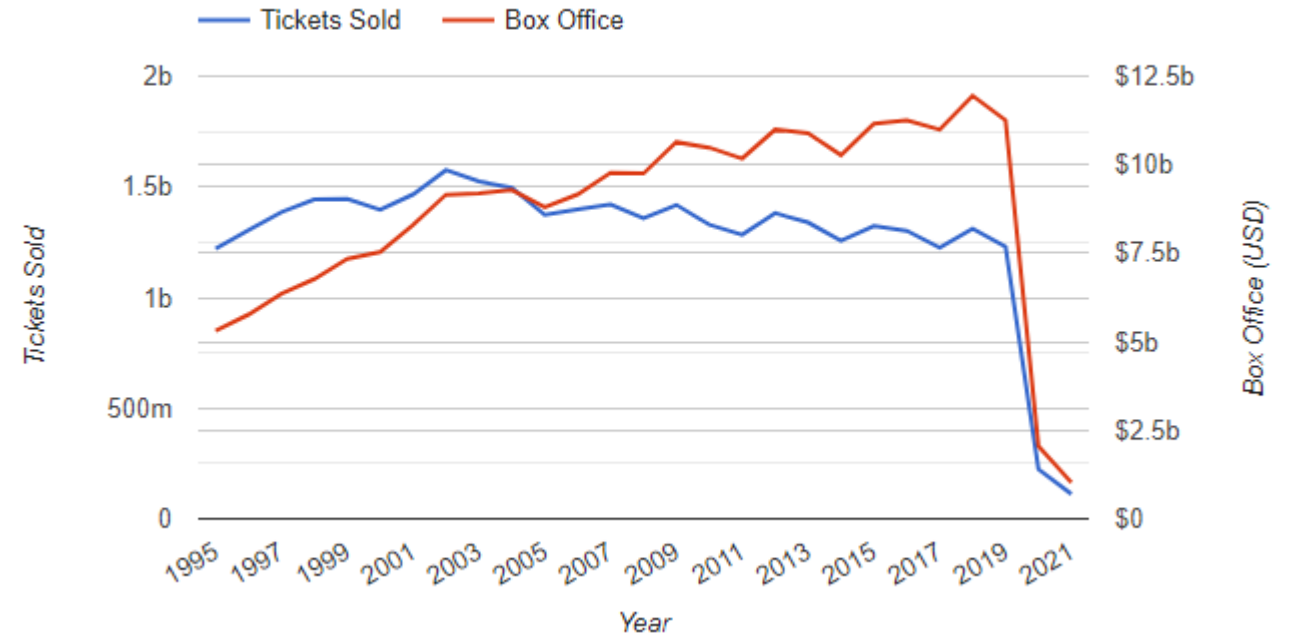


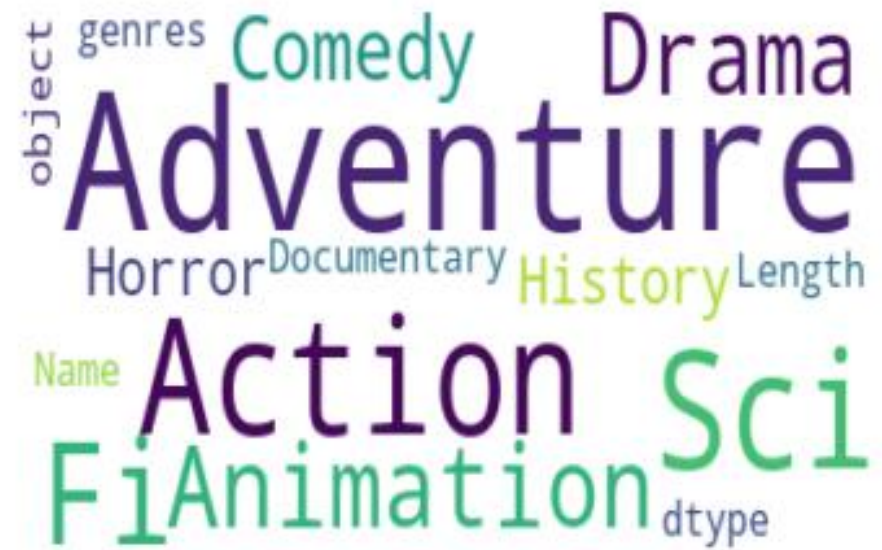
Fig source: The Numbers

With development of COVID Vaccines,  
the trend will go up by the end of 2021 and early 2022

# BUSINESS OBJECTIVE

**Provide recommendation to type of movies investment for a new venture studio**

Stakeholder: Microsoft



# METHODOLOGY

- Data Acquisition preparation
  - IMDB, The Numbers(TN), TMDB, Box office Mojo(BOM), Rotten Tomatoes
- Data Preparation & Exploration
  - Preprocessing (tools: Python, Pandas, Matplotlib)
  - Analysis
- Evaluate key criteria

# DATA EXPLORATION

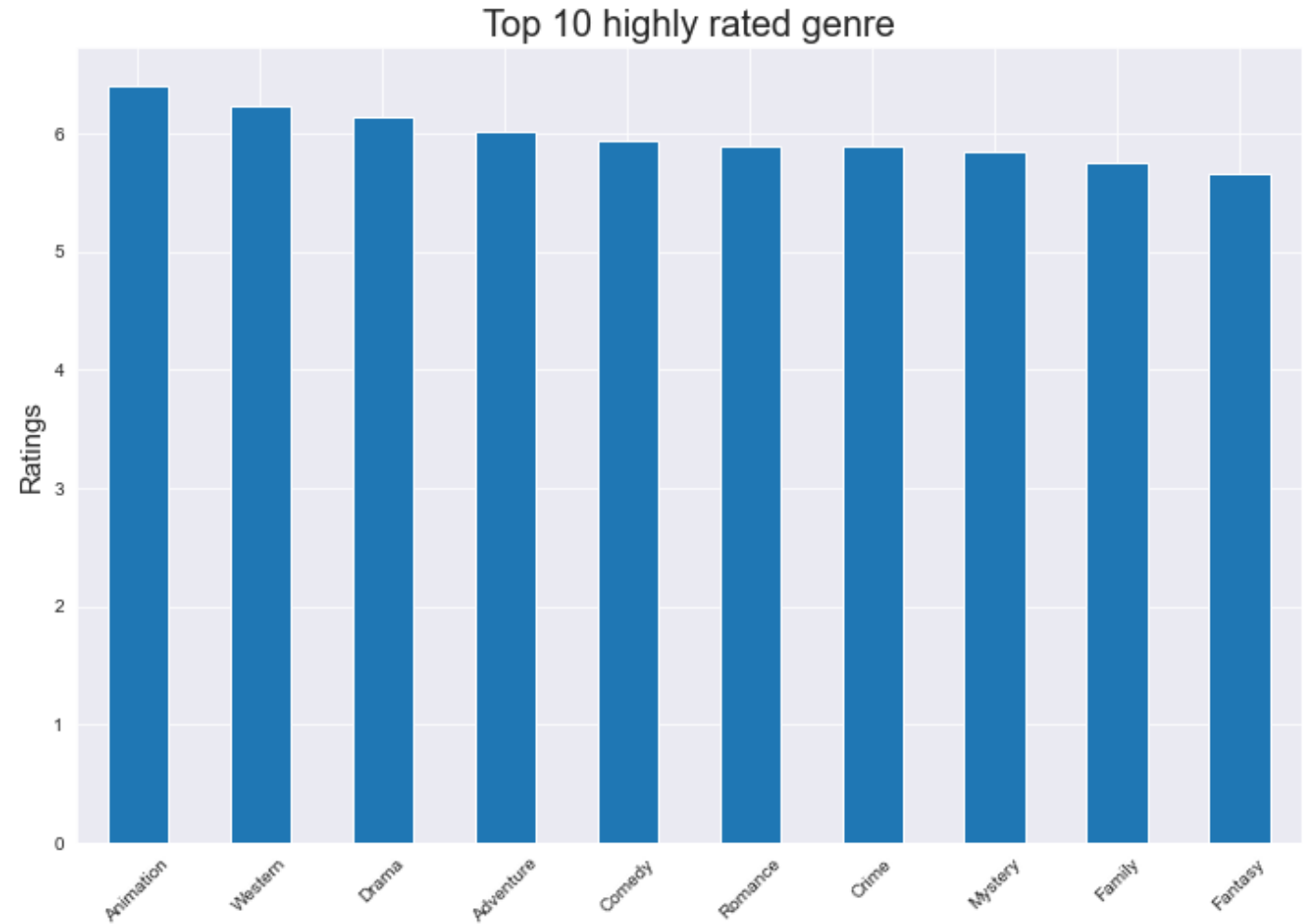
## **Key evaluation criteria:**

- Genres with high rating
- Genres with high popularity index
- Genres with high profitability

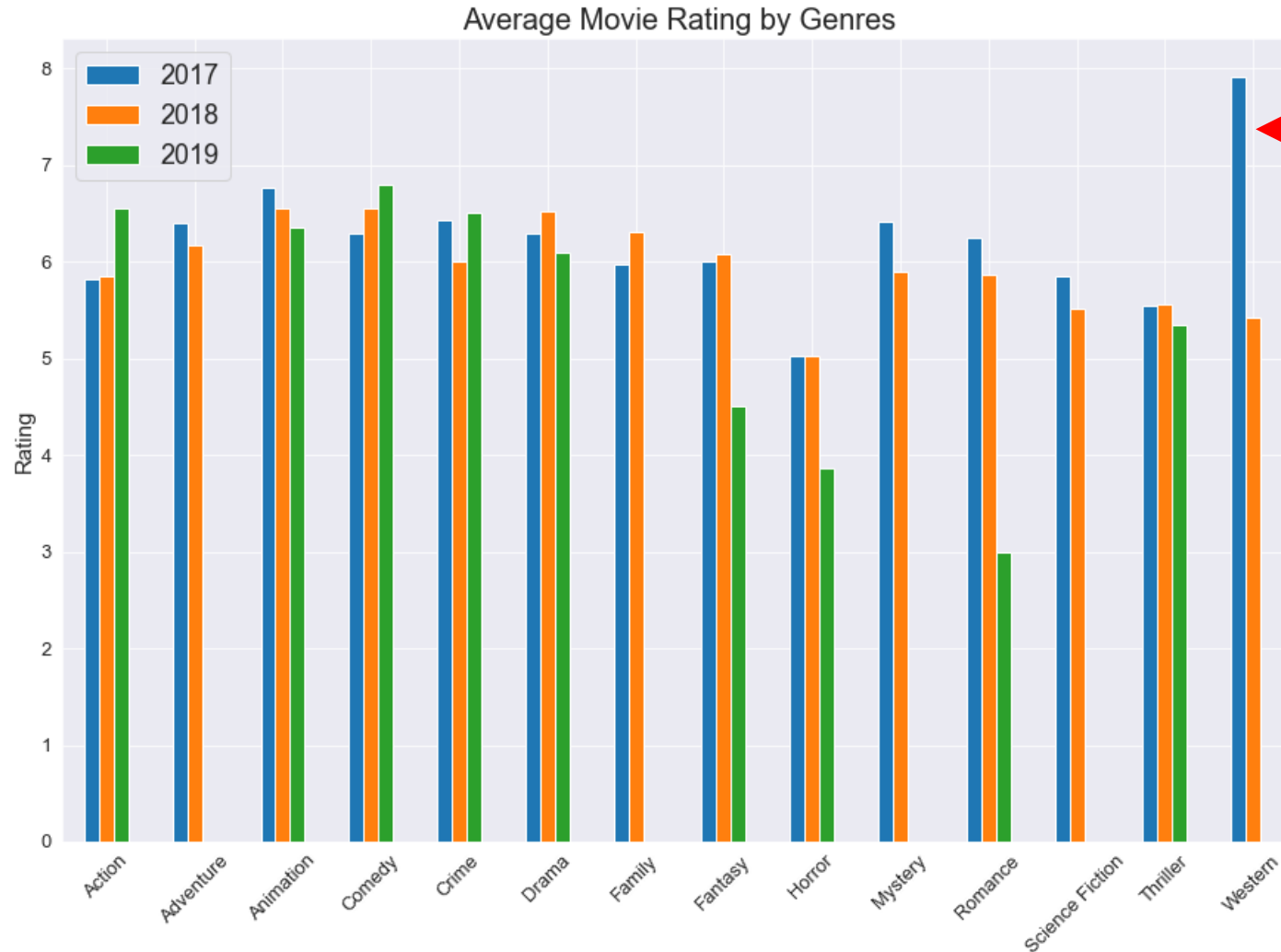
# RATINGS

Top rated movies fall into:

- ❖ Animation, Western, Drama
- ❖ Difference is gradual
- ❖ What is the recent trend?



# RATINGS — CURRENT TREND



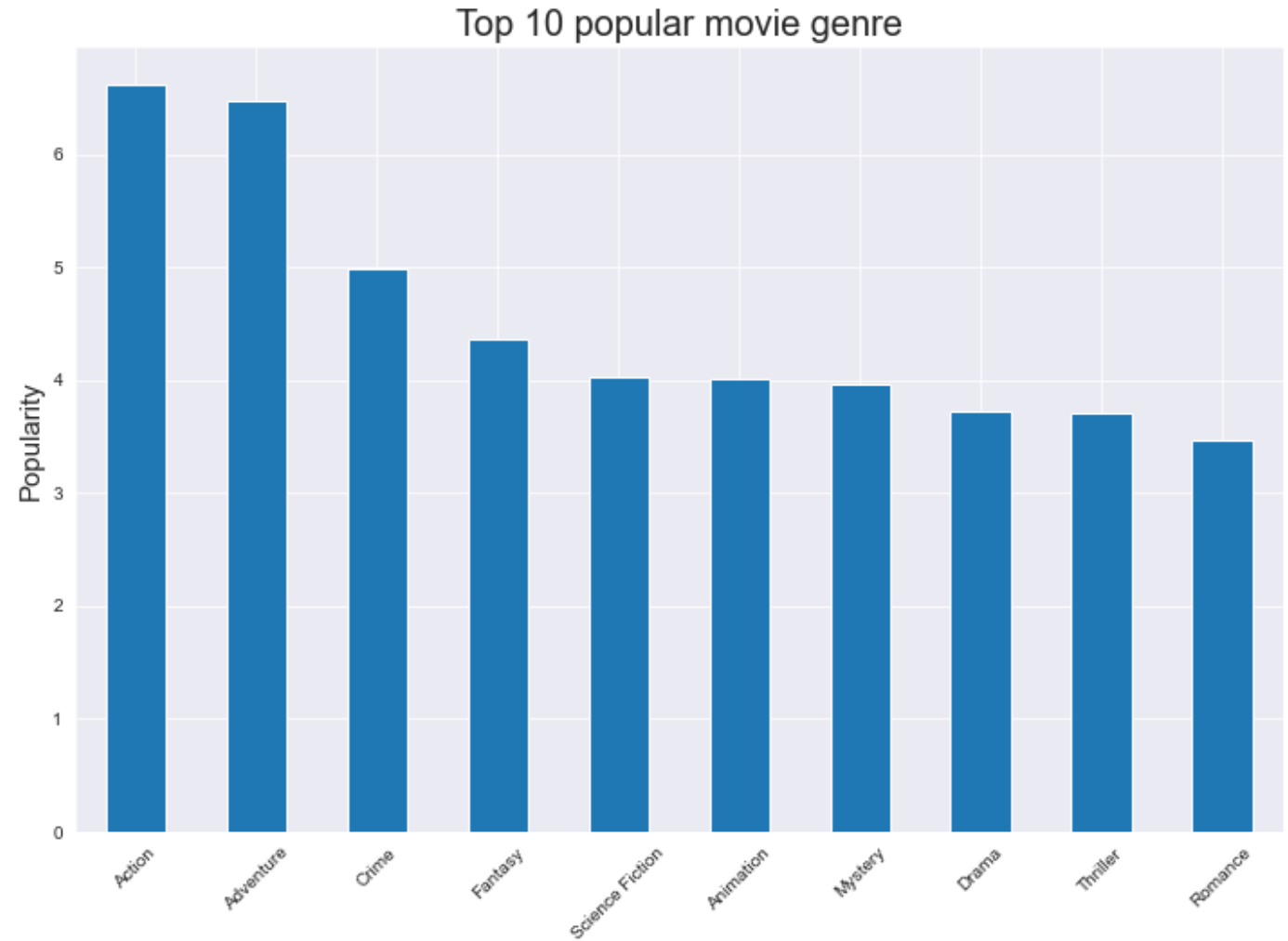
Although high rating for Western Genre, the total movie count For this genre is very insignificant



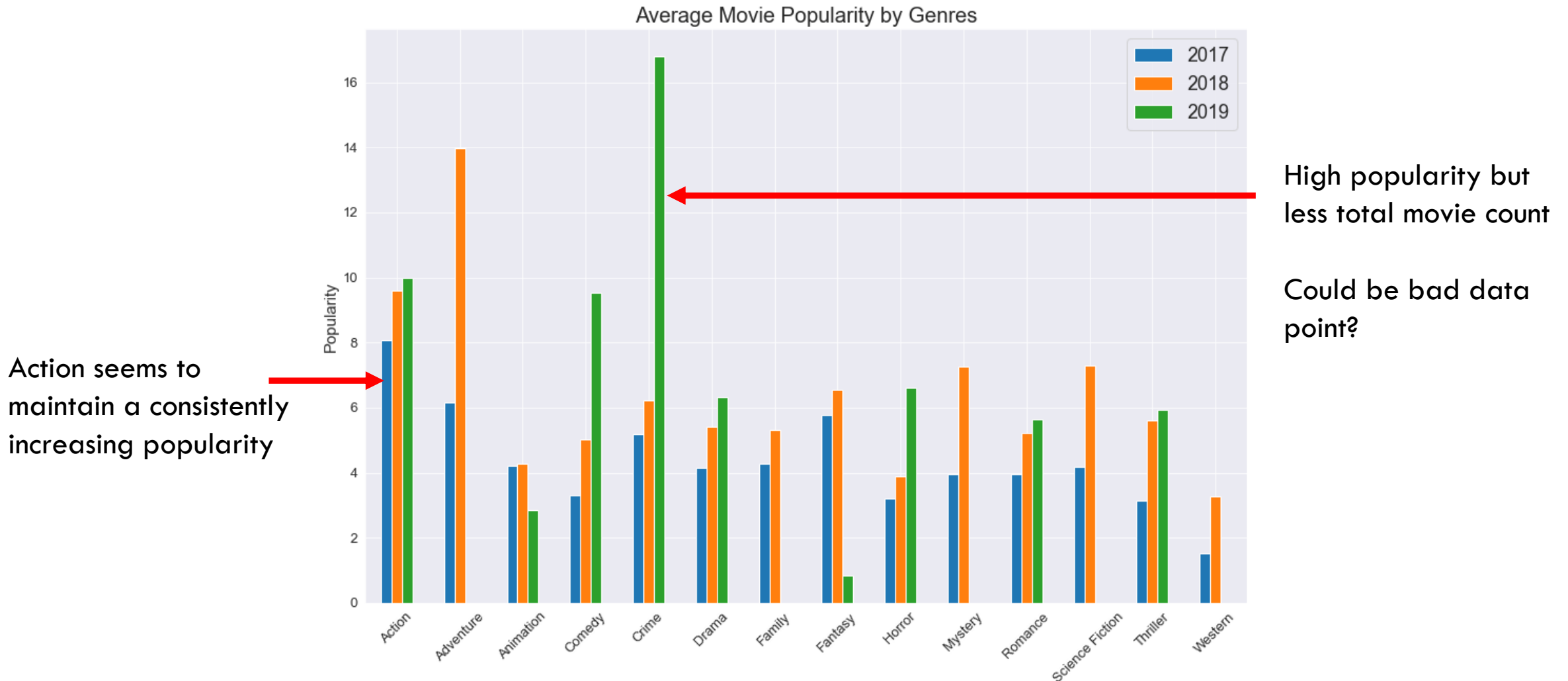
# POPULARITY INDEX

TMDB derives PI based on:

- ❖ # of votes, views, marked 'favorite', watchlist
- ❖ Release date, Total votes Previous days score

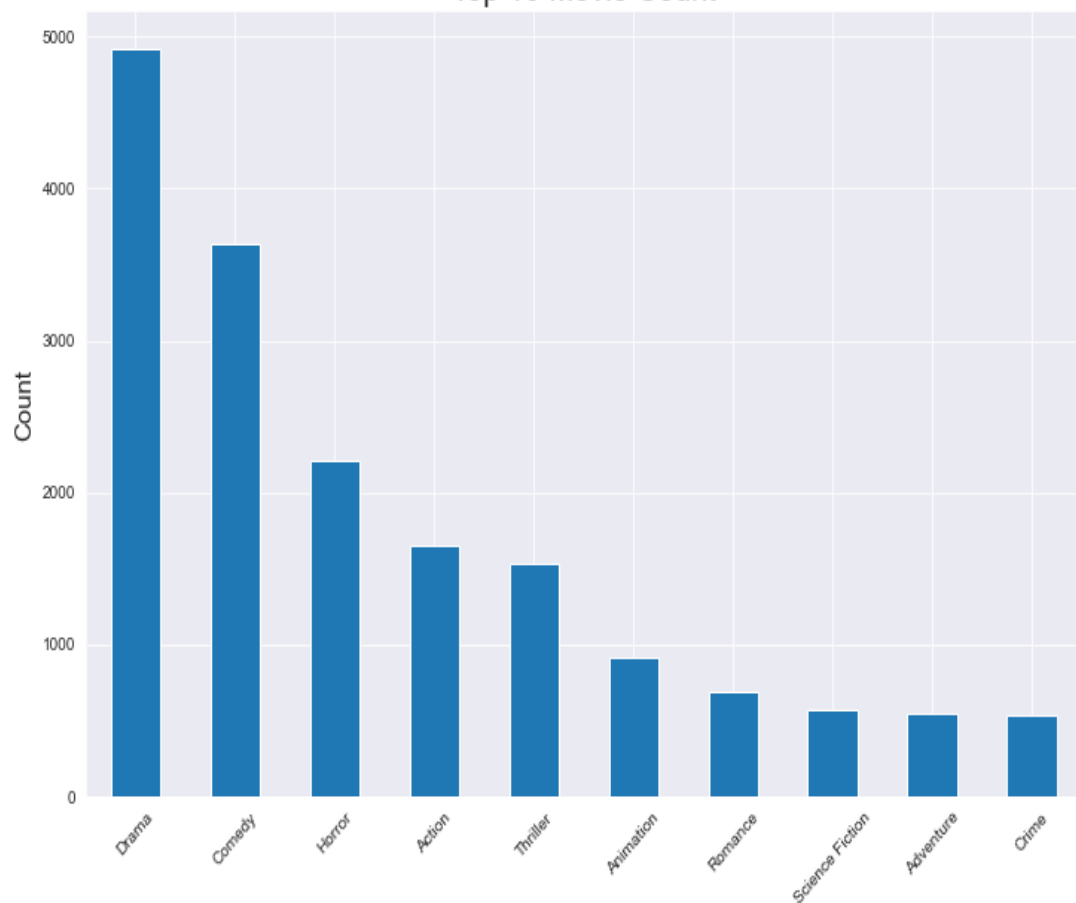


# POPULARITY CURRENT TREND

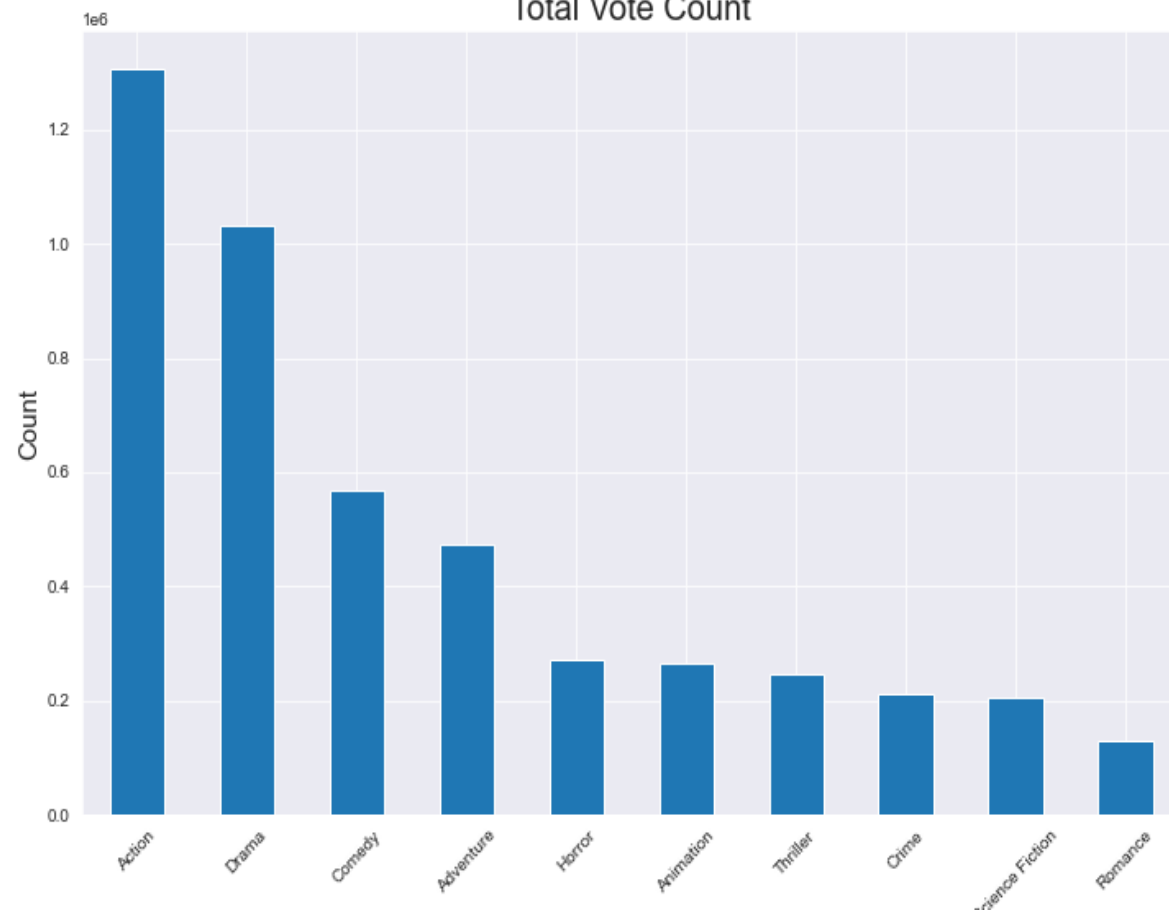


# GENRE DISTRIBUTION VS PUBLIC RESPONSE

Top 10 Movie Count



Total Vote Count



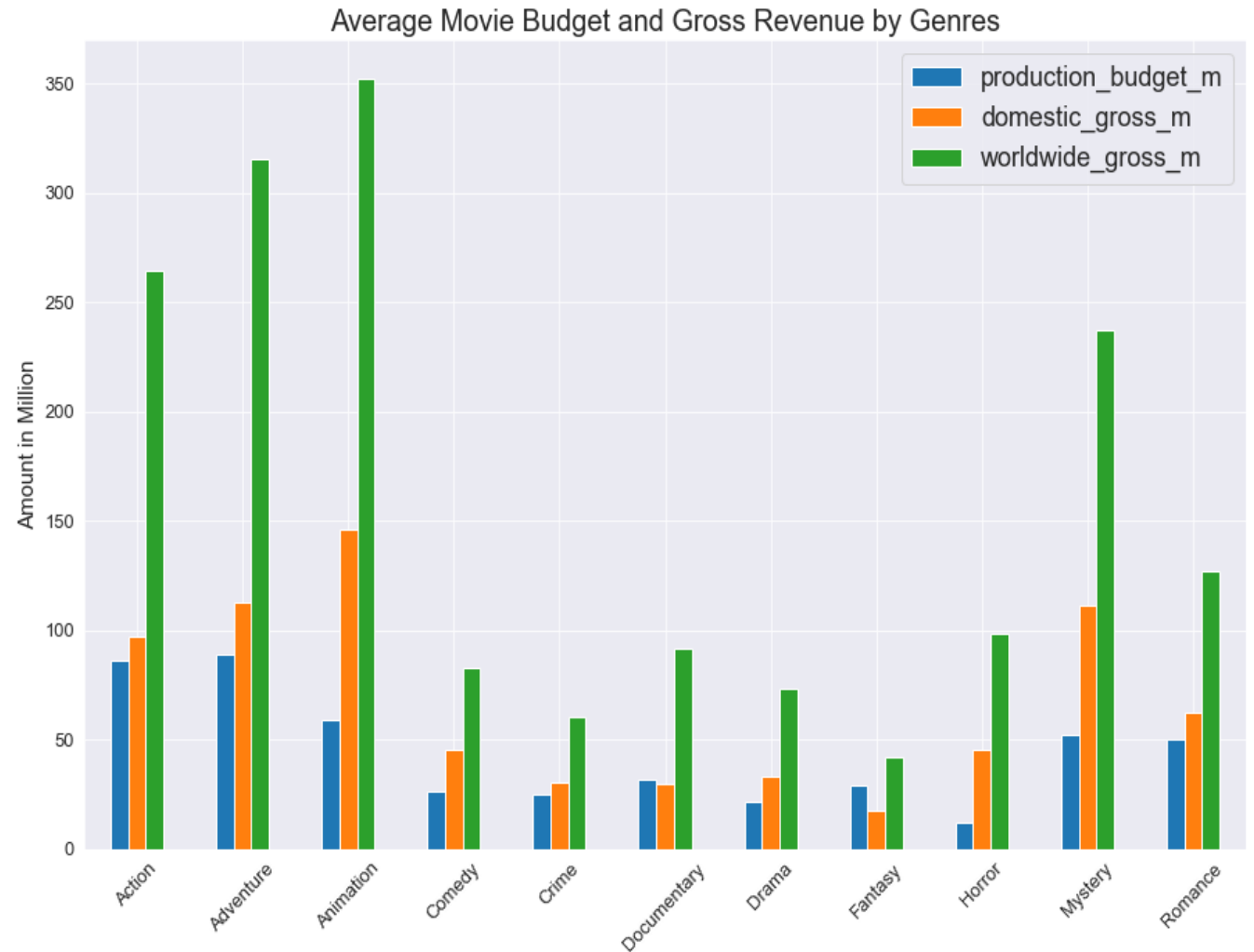
# AVERAGE REVENUE BY MOVIE GENRE

Big targets:

❖ Action, Adventure, Animation

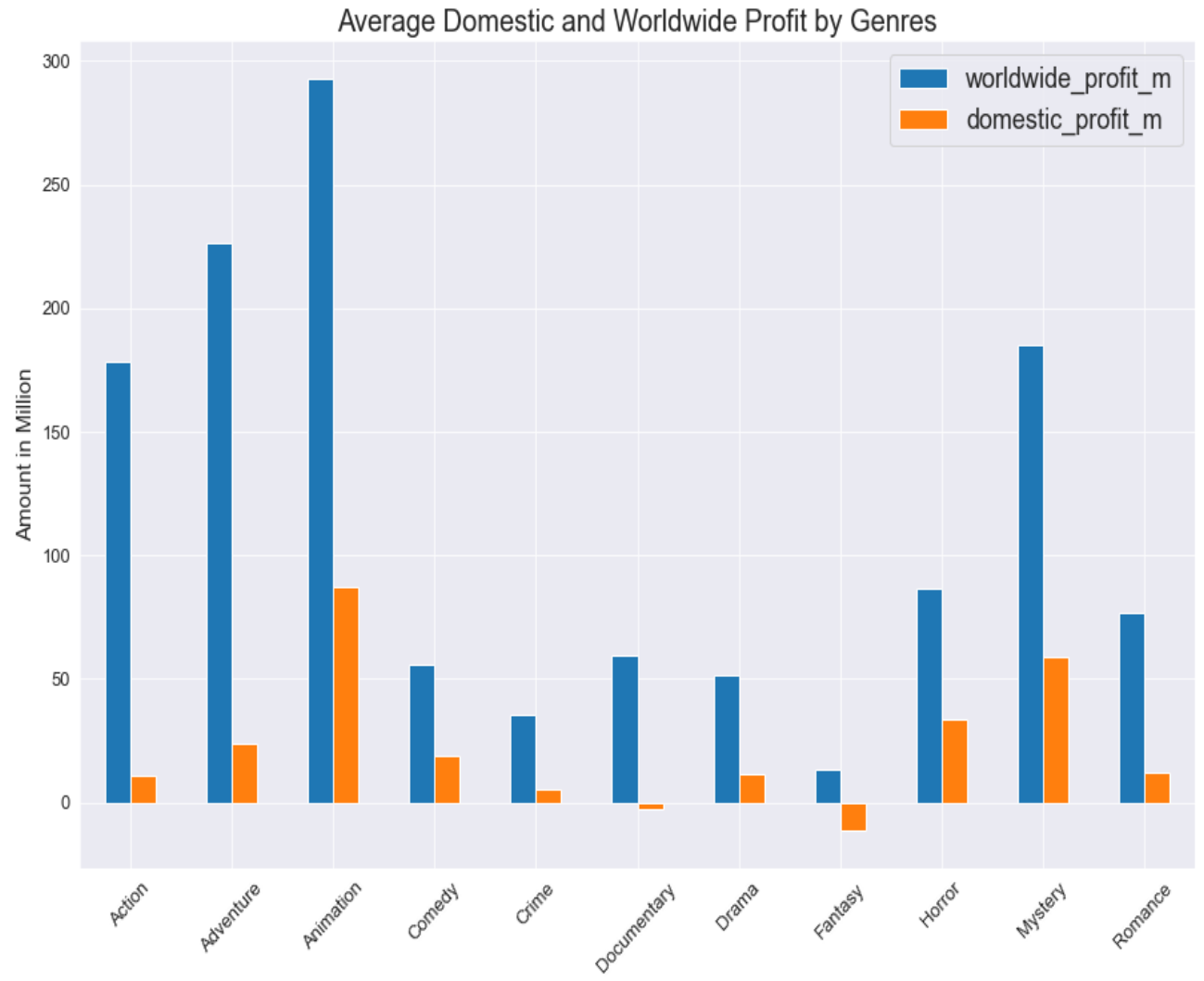
❖ high budget animated movie - Avatar

❖ Worldwide >> domestic

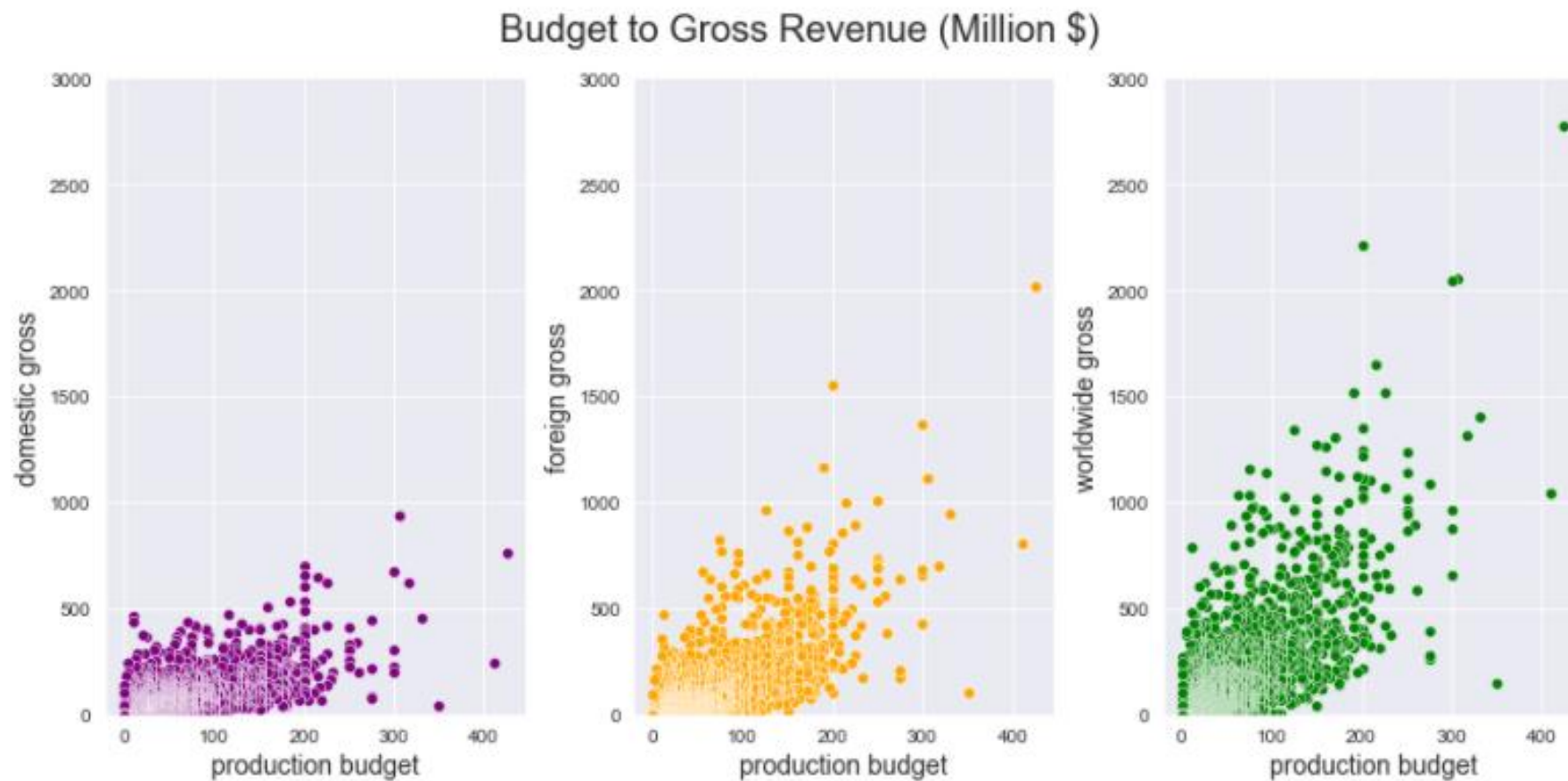


# AVERAGE PROFIT BY MOVIE GENRE

- ❖ Animation Genre surpasses all other genres
- ❖ Similar profit trend as with the revenue
- ❖ Worldwide market share is key to success



# PRODUCTION COST VS REVENUE



# CONCLUSION

- ❖ The average rating and popularity themselves are not adequate to generalize public sentiment toward movie type. All three criteria collectively seems to provide better indication of actual movie market situation.
- ❖ Popularity index is higher for action and adventure genres, however the animation genres seems to dominate the revenue market.
- ❖ While Animation genre seems to be highly profitable, Action and Adventure seems to maintain a consistent rating, popularity and revenue growth.
- ❖ Overall profit is much higher for foreign market.
- ❖ It is recommended to invest in Action/Adventure/Animation genre in the order of priority and target the worldwide audiences.

